



2022 OVERVIEW OF LOUDOUN COUNTY GOVERNMENT'S

LIMITED ENGLISH PROFICIENCY PLAN

Ensuring that Limited English Proficiency (LEP) Plan individuals have equal and meaningful access to Loudoun County benefits and services

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FY22 Review

Title VI Mandate

Title VI of the Federal Civil Rights Act

- Section 601 of Title VI of the Federal Civil Rights Act of 1964 states: “No person in the United States shall on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”
- In 2000, President Clinton issued Executive Order 13166 **“IMPROVING ACCESS TO SERVICES FOR PERSONS WITH LIMITED ENGLISH PROFICIENCY,”** stating: “... to improve access to federally conducted and federally assisted programs and activities for persons who, as a result of national origin, are limited in their English proficiency (LEP), it is hereby ordered as follows...”
- Accordingly, county governments receiving federal funds must provide language access to members of the public who do not speak English well.

The four keys to Title VI compliance to ensure meaningful access to benefits and services for LEP people include:

- I. Assessment – conduct a thorough assessment of the language needs of the population to be served;
- II. Development of Comprehensive Written Policy on Language Access – develop and implement a comprehensive written policy that will ensure meaningful communication;
- III. Staff Training – take steps to ensure that staff understands the policy and is capable of carrying it out, and;
- IV. Vigilant Monitoring – conduct regular oversight of the language assistance program to ensure that LEP people have meaningful access to programs.

I. Assessment – Cultural Demographics

Race - 2000 to 2022 Loudoun Changes in Population Distribution

Race	2022		2000
White	262,849	59.72%	85.5%
Black/African American	34,400	7.82%	7.1%
American Indian/Alaskan Native	1,336	.30%	.2%
Asian	93,702	21.29%	5.5%
Native Hawaiian/Pacific Islander	373	0.08%	.1%
Some Other Race	25,448	5.78%	
Two or More Races	22,014	5.00%	1.6%
Total Population	440,122	100%	100%

Source: 2022 Live Healthy Loudoun Community Demographics; U.S. Census Bureau, 2000

Ethnicity - 2000 to 2022 Loudoun Changes in Population Distribution

Hispanic Ethnicity/Origin

From 2000 to 2022, Loudoun's Hispanic population went from a share of 5.9% (10,091) to 14.6% (64,237) of the total population, 6 times greater than the 2000 population.

Source: 2022 Live Healthy Loudoun Community Demographics

Foreign-Born Population

Loudoun County Foreign-Born Population

From 2000 to 2020, Loudoun's foreign-born population more than doubled from 11.3% to 25.2%.

	2020 Distribution
U.S. Born	74.8%
Foreign Born	25.2%

Source: U.S. Census Bureau, 2016 – 2020 American Community Survey 5-year Estimates

I. Assessment – Cultural Demographics

World region of birth of foreign-born:

Origin of Foreign-Born Population	2020
Europe	8.6%
Asia	57.8%
Africa	6.0%
Oceania	.4%
Latin America	26.2%
Northern America	1.0%

Source: U.S. Census Bureau, 2016 – 2020 American Community Survey 5-year Estimates

Language other than English spoke at home: 32.3%

Speak English “less than very well”: 9.7%

Of the Loudoun residents with an ability to speak English “less than very well,”

Top Languages Spoken at Home	2020
Spanish	10.8%
Other Indo-European Languages	10.1%
Asian and Pacific Island Languages	9.1%
Other Languages	2.3%

Source: U.S. Census Bureau, 2016 – 2020 American Community Survey 5-year Estimates Subject Tables

II. Policy & Definition

Loudoun County Government's Language Access Policy

LEP POLICY 01 - Established in 2007

Loudoun County departments and its personnel will take reasonable steps to provide Limited English Proficient people with timely and meaningful access to services and benefits.

Defining Limited English Proficient (LEP) Person:

A person who cannot speak, read, write, or understand the English language at a level that permits them to interact effectively with Loudoun County employees while receiving services.

*Note: The county uses this definition to train staff to identify when a language resource is needed during an interaction or by service.



III. Staff Training

Staff Training & Development

Internal Communications & Training

- Monthly New Employee Orientation presentation to staff includes information on the county's cultural demographics, LEP Policy, interpretation & translation contract vendors and instructions on how to use phone interpretation.
- Different types of cultural competency trainings have been provided to staff by the Department of Human Resources.
- Information about language interpretation services is available to all staff members on the employee intranet.
- The county's accessibility services manager serves as a countywide point of contact to assist departments with meeting their clients' language interpretation needs.

Bilingual Staff Recruitment

- The county actively recruits bilingual staff who are able to provide services in other languages.
- A department survey conducted February 2022 indicates there are 358 bilingual staff. 110 bilingual staff increase from a department survey conducted October 2017.
- Departments test bilingual staff (only Spanish) before hire to verify language fluency.
 - o 52 language tests were administered in FY22.
- Bilingual Staff Testing & Interpretation Training Policy (LEP02) clarifies testing requirements. The Accessibility Services Manager is working with HR to update the LEP-02 policy in 2022.

IV. Vigilant Monitoring: Vendor Utilization

Multilingual Resources

Language Assistance for Interpretation & Translation Services

The County has foreign language phone interpretation, face-to-face interpretation, and written translation contract vendors.

- Phone Interpretation is available 24/7, 365 days a year. Staff dial an 800 number to reach a phone interpreter. Phones may be put on speaker in office settings or in the field.
- Due to COVID19 pandemic, interpretation on virtual meetings was also added to services.
- Face-to-face interpretation is used when bilingual staff are not available to interpret. Face-to-face interpretation is preferred in clinical settings, for complex conversations and investigations, and for conversations and meetings longer than 30 minutes.
- Written translation of vital documents is recommended in languages spoken by 1,000 or more residents that are limited English proficient.
- A document is considered “vital” to a program based on the critical information, encounter, or service involved and the consequences to the LEP person if the information is not provided accurately or in a timely manner.
- Contract vendor information is centralized for staff on the accessibility portal on the Employee Intranet.



Interpretation Services Available

*Point to your language. An interpreter will be called.
The interpreter is provided at no cost to you.*

SPANISH Español 	ARABIC عربي 
Señale su idioma. Se llamará a un intérprete. El intérprete se proporciona sin costo para usted.	اشر إلى لغتك. سيتم استدعاء مترجم يتم توفير المترجم مجاناً.
FARSI فارسی 	URDU اردو 
به زبان سوره نظراتان اشاره کنید یا یک مترجم تماس بگیرید می شود. مترجم به صورت رایگان به شما سرویس دهی خواهد کرد.	اردو نومحمد آبادی زبان کی نشاندہی کریں۔ ایک مترجم کو کال کیا جائے گا۔ مترجم آپ کو مفت فراہم کیا جائے گا۔
MANDARIN 國語 	CANTONESE 廣東話 
指出您所說的語言。將為您提供口譯員。口譯服務是免費的。	指出您所說的語言。將為您提供口譯員。口譯服務是免費的。
KOREAN 한국어 	VIETNAMESE Tiếng Việt 
한국 번역: 원하는 언어를 지적하십시오. 통역사를 불러드립니다. 통역사는 무료로 제공됩니다.	Chỉ tay vào ngôn ngữ của quý vị. Chúng tôi sẽ gọi nhờ thông dịch viên giúp đỡ và dịch vụ thông dịch này được cung cấp miễn phí cho quý vị.
FRENCH Français 	HINDI हिंदी 
Indiquez votre langue. Un interprète sera appelé. Les services d'interprétariat sont fournis gratuitement.	आपकी भाषा की ओर इशारा करें। एक दुर्भाषी को बुलाया जाएगा। आपके लिए दुर्भाषी की नि:शुल्क सहायता की जाती है।
TURKISH Türkçe 	SOMALI Af-Soomaali 
Dilinizi belirtin. Bir tercüman çağırılacaktır. Tercüman için bir ücret talep edilmeyecektir.	Tiimaan ama dooro luuqadaada. Turjumaan ayaa loo wici doonaa. Turjumaanka waxaa laguugu diyaarin doonaa si aan adigu wax lacag ahi kuugu fadhinin.

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IV. Vigilant Monitoring: Vendor Utilization

- The Loudoun County Website offers the public the option to use Google Translate which provides translation in hundreds of languages. The tool is located in the lower right corner of every page.

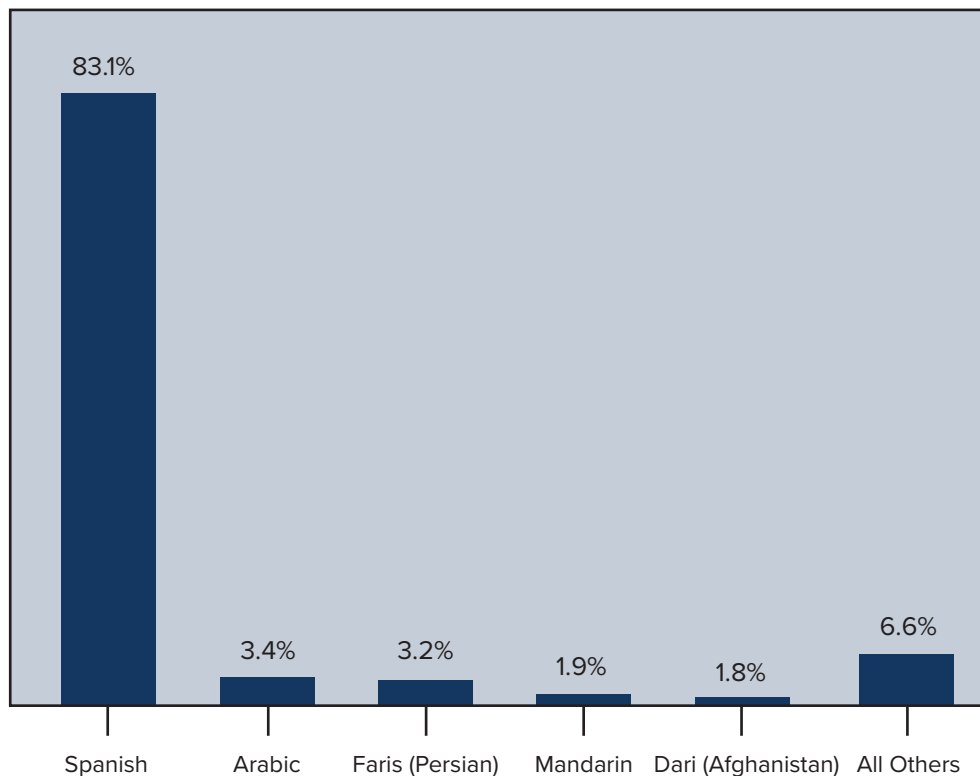
Countywide Phone Interpretation

FY22 Summary:

- Total number of calls: 9,025
- Total number of call minutes: 110,834
- Number of Languages: 45
- \$72, 133.18 spent. (Paid by departments based on minutes used)
- Top users by department: Family Services, Mental Health, Substance Abuse Services & Developmental Services, Sheriff's Office, Fire & Rescue, and Animal Services.
- Top 5 Languages requested: 83.1% of calls were for Spanish interpretation. Other frequently requested languages include Arabic, Farsi, Mandarin, and Dari.

PERCENT OF MINUTES BY LANGUAGE

Top 5 Languages



IV. Vigilant Monitoring: Outreach and Community Partnership

Outreach and Community Partnership Building

In FY21, the County added a full-time Outreach Coordinator, focused on informing and engaging community members by developing culturally and linguistically appropriate communications and leveraging strategic partnerships with key organizations in the County and the region to help us better reach intended audiences.

Multicultural Advisory Committee

Purpose: The Multicultural Advisory Committee is comprised of volunteer community members from diverse backgrounds. The committee:

- Identifies issues affecting people from culturally and linguistically diverse backgrounds and recommends strategies to address these issues.
- Assists the County with monitoring and implementation of the County's Limited English Proficiency (LEP) initiatives.
- Advises the County on multicultural, multilingual staff recruitment efforts.
- Provides advice and support to projects and cultural events that enhance cross-cultural relations.
- Promotes, where possible, partnerships between the County and culturally and linguistically diverse communities.

Committee members are appointed by the County Administrator.

Partnerships with Community & Cultural Organizations

Community partnerships with non-profits, faith-based organizations, and cultural groups help inform community needs, program initiatives, cultural messaging, and outreach to LEP residents.

- Community partnerships were leveraged during the Census2020 efforts to ensure that census messages were reaching LEP communities.
- These partnerships were also leveraged throughout the phases of the pandemic to ensure COVID-19 messages were well distributed.
- Department of Family Services (DFS), Health, and County Administration staff coordinated the county's vaccination events which targeted immigrant populations. Since March of 2021, Loudoun County has helped to organize more than 30 community vaccination events. Each event was organized to support immigrant communities within the county to include (but not limited to): South Asian, Middle Eastern, and Latin American populations. To date, there have been more than 7,500 individuals served with the community vaccination events. Vaccination outreach continues to be supported by the Health Department with events planned in key locations throughout the County to address issues of access, and targeted outreach planned for specific communities of vaccination-hesitant residents.

IV. Vigilant Monitoring: Outreach and Community Partnership

- In September 2021 and again in June 2022, the Department of Mental Health, Substance Abuse and Developmental Services and County Administration staff coordinated the county's messaging about preventing opioid use, which targeted young adults and parents through a paid media campaign. The media campaign leveraged the 'Know the Rxsk – Use With Caution' brand employed in other Northern Virginia jurisdictions. Media campaign messages were deployed in both English and Spanish and in both print and digital formats. Funding for the media campaign was provided by the State Opioid Response Grant from the Substance Abuse and Mental Health Services Administration.
- The Department of Family Services and the Health Department often share information about programs and services with community partner organizations that are able to further disseminate the information to target community populations. Some of the information that has been shared includes Family Engagement and Preservation Services, National Fatherhood Initiative sessions, the Passport to Services publication, Hypothermia Shelter services and hours (from October 2021-March 2022), the Workforce Resource Center relocation (October 2021-November 2021), COVID-19 prevention information, and Community Health Services. For this information, English and Spanish versions are made available.
- Loudoun County's Department of Transportation and Capital Infrastructure's Transit and Commuter Services' division coordinated a public outreach campaign to reach commuter audiences in our region to encourage riders to return to transit following the pandemic. The campaign launched on January 31, 2022, under "Rediscover Transit" messaging. The campaign's goal was to increase awareness of local transit services through both traditional media, such as radio, and digital tactics, such as display ads, social media, and digital out of home (digital billboards and outdoor signage) to maximize reach, ad impressions and website visits. The campaign included both English and Spanish outreach. The campaign garnered 10.7 million impressions and over 60,000 website visits.
- Loudoun County's Department of Transportation and Capital Infrastructure's Transit and Commuter Services' division developed the "Let's Go/Vamos" campaign featuring a bilingual brochure and video for the public to learn more about Loudoun County's commuting options. The campaign featured cost-effective alternatives to driving alone to work and highlighted bus routes throughout the county and the region. The campaign's goal was to increase awareness of Loudoun County's commuting options using traditional media, such as radio, and digital tactics, such as display ads, social media, and digital out of home (digital billboards and outdoor signage) to maximize reach, ad impressions and website visits. The website, loudoun.gov/commute, encourages the public to learn more about commuting options and provides a link to download the bilingual brochure. The campaign garnered 17 million impressions and 74,000 website visits.
- The Department of Housing & Community Development (DHCD) has utilized interpretation

IV. Vigilant Monitoring: Outreach and Community Partnership

services for several programs and services this year. Four Affordable Dwelling Unit (ADU) intake sessions were provided in another language (three in Spanish, one in Farsi), and an American Sign Language interpreter was utilized for a Housing Choice Voucher (HCV) family briefing. Arabic, Portuguese and Vietnamese interpreters also were utilized for individual calls/meetings.

- Beginning in June 2022, DHCD began providing simultaneous Spanish interpretation for a monthly tenant working group meeting.
- In partnership with the Metropolitan Washington Council of Governments (MWCOG), DHCD is participating in a Regional Analysis of Impediments to Fair Housing Choice. Community engagement activities for this project have included a survey distributed in Spanish, a regional focus group conducted in Spanish, and a regional focus group with representatives from immigrant communities.
- In June 2022, Loudoun County Public Library translated library card applications into seven languages (Spanish, Arabic, Chinese, Farsi, French, Korean and Urdu) for all 10 libraries in the county to use.



Loudoun County



VIRGINIA

